

Reach the Auto Buyer the Moment They are In-Market



Automotive competition is stronger than ever. How is the industry trending and what can you do to influence the buying decision?

Industry Snapshot

Auto Sales are declining, competition is intensifying.

Auto sales fell in 2017. As a result, competition in the Automotive marketplace is heating up. (goodcarbadcar.net)

▼ **2.2%**



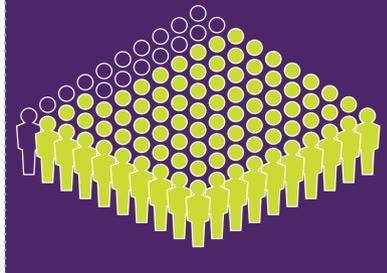
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avg. visits in 2012 before making a car purchase



60%

of shoppers are on mobile devices inside the dealership.

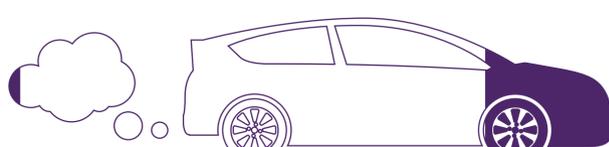


83%

of shoppers research online before they hit the store.

The price-cost gap has narrowed. Prices remain relatively flat, while additional automobile features continue to increase. More aggressive price reductions and buyer incentives continue to cut into dealer margins.

While millennials tend to spend money on experiences rather than material possessions, statistics show that they are actually buying cars.



3-4%

potential amount new emissions regulations could cut into profits.

28%

of the new car market are millennials and will grow as the 90s generation comes of age. (J.D. Power)

How are auto shoppers shopping for cars?

Today's car buyer requires a user friendly, online experience when shopping for their new car.

Shoppers who want to complete one or more steps of the purchase process online. (Cox Automotive Future of Digital Retail Study)

83%

Shoppers more likely to buy from a dealership that offers at least one component of digital retailing. (Cox Automotive Future of Digital Retail Study)

90%

Shoppers that use third-party sites or apps during the car buying process. (Autotrader Car buying Journey Study 2016)

78%



88%

shoppers using the internet for vehicle shopping. (Autotrader Car Buyer Journey Study 2016)



46%

shoppers that access automotive info using their smartphones prior to purchase. (Autotrader Car Buyer Journey Study 2016)



73%

shoppers that use KBB or Autotrader to research price. (Autotrader Car Buyer Journey Study 2016)

How do you identify and reach auto consumers the moment they are thinking about buying?

Data and analysis is the key to engaging car buyers during the research and purchase decision process.

Reach true in-market buyers

1

the moment they think about entering the market for a new or used vehicle. Key industry vendors are able to provide targeted prospects at a highly accurate rate that enable you to engage with consumers who are up to 3 times more likely than the average consumer to be in the market for new automobile or truck purchases.

3

Continuously monitor and update

your dealership management system to identify key triggers within your own customers that would indicate their need to be in the market for another vehicle.

Identify lookalike audiences

2

to influence the purchase path before a prospect even enters the market. Through post-sale analysis, you can identify triggers, demographics and consumer profiles that enable you to focus marketing efforts to target leads that are more likely to convert.

Working with a Consumer Identity Management partner, you can continually update and add key identity and consumer attribute information to your customer data. Attributes such as marriage, birth of a child, divorce, and moving all represent times within a consumer's life journey that he or she has a higher likelihood of purchasing a vehicle.

Maximize your omnichannel approach

4

in targeting high propensity consumers. A strong Consumer Identity Management partner can identify multiple email, phone and digital touchpoints to maximize your exposure to these valuable prospects while they are at peak of their buying decision.

Why is personalization critical for reaching online / digital auto shoppers?

Consumers demand a personalized, custom shopping experience.



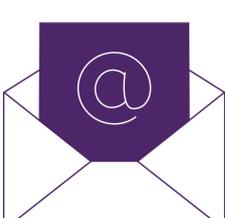
90%

of consumers prefer a unique, personalized car-buying journey. (Cox Automotive Future of Digital Retail Study)



59%

Customers say personalization influences shopping decisions. (Infosys)



Personalized email messages improve click-through rates by an average of **14%** and conversions by **10%** (Aberdeen)

Personalized emails deliver **6x** higher transaction rates. (Experian)

Segmented, targeted emails generates **58%** of all revenue. (DMA)

77%

of consumers have chosen, recommended, or paid more for a brand that provides personalized service or experience. (Forrester)



22%

of businesses say they are increasing their conversion rates. (consultancy, 2016)

20%

average sales increase when using personalized web experiences. (Monetate)

760%

increase in revenue from segmented campaigns in noted by marketers. (Campaign Monitor)

Your Solution to Personalized Marketing

On-demand access to **authoritative, verified, comprehensive data** that can:

- ✓ Identify and market to consumers the moment they are in-market
- ✓ Create lookalike audiences to influence the buyer's path to purchase
- ✓ Continually update key customer attribute information
- ✓ Identify multiple touchpoints to maximize your exposure

Learn more about engaging the consumer during their buying decision and converting more sales.

866-922-2180 • sales@driveniq.com

722 Delaney Valley Rd, #332, Towson, MD 21204



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